

CLAIMS

What is claimed is:

1. A method for a plurality of multimedia units linked to a multimedia service provider and an internet via the multimedia service provider to communicate with the service provider, comprising the steps of:
 - a) each of the plurality of multimedia units receiving an Internet Protocol ("IP") address for the multimedia service provider; and
 - b) each of the plurality of multimedia units communicating with the multimedia service provider via the IP address.
2. The method for a plurality of multimedia units linked to a multimedia service provider and an internet via the multimedia service provider to communicate with the service provider of claim 1, wherein the multimedia units are set top boxes.
3. The method for a plurality of multimedia units linked to a multimedia service provider and an internet via the multimedia service provider to communicate with the service provider of claim 1, wherein the communication with the service provider includes information about the services available from the multimedia service provider.

1 4. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to communicate with the service provider of
3 claim 3, further comprising the step of the multimedia service provider generating a Web
4 page at the IP address that includes information about the services available from the
5 multimedia service provider.

1 5. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to communicate with the service provider of
3 claim 1, wherein the communication with the service provider includes the multimedia
4 programs available from the multimedia service provider.

1 6. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to communicate with the service provider of
3 claim 5, further comprising the step of the multimedia service provider generating a Web
4 page at the IP address that includes the multimedia programs available from the multimedia
5 service provider.

1 7. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to communicate with the service provider of
3 claim 1, wherein the communication with the service provider enables each of the plurality of
4 multimedia units to access services of the multimedia service provider.

1 8. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to communicate with the service provider of
3 claim 7, further comprising the step of the multimedia service provider generating a Web
4 page at the IP address that includes links to enable each of the plurality of multimedia units
5 to access services of the multimedia service provider.

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1 9. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to communicate with the service provider of
3 claim 7, wherein the communication with the service provider enables each of the plurality of
4 multimedia units to select multimedia programs available from the multimedia service
5 provider.

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1 10. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to communicate with the service provider of
3 claim 8, wherein the services of the multimedia service provider include video on demand.

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1 11. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to communicate with the service provider of
3 claim 8, wherein the services of the multimedia service provider include an Electronic
4 Program guide.

1 12. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to receive information about the service
3 provider of claim 1, wherein step a) includes:

- 4 i) designating a uniform resource locator ("URL") for the multimedia service provider;
- 5 ii) each of the plurality of multimedia units receiving the URL; and
- 6 iii) resolving the URL into an IP address for the multimedia service provider.

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1 13. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to communicate with the service provider of
3 claim 12, wherein the multimedia units are set top boxes.

1 14. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to communicate with the service provider of
3 claim 12, wherein the communication with the service provider includes information about
4 the services available from the multimedia service provider.

1 15. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to communicate with the service provider of
3 claim 14, further comprising the step of the multimedia service provider generating a Web
4 page at the IP address that includes information about the services available from the
5 multimedia service provider.

1 16. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to communicate with the service provider of
3 claim 12, wherein the communication with the service provider includes the multimedia
4 programs available from the multimedia service provider.

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1 17. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to communicate with the service provider of
3 claim 16, further comprising the step of the multimedia service provider generating a Web
4 page at the IP address that includes the multimedia programs available from the multimedia
5 service provider.

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1 18. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to communicate with the service provider of
3 claim 12, wherein the communication with the service provider enables each of the plurality
4 of multimedia units to access services of the multimedia service provider.

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1 19. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to communicate with the service provider of
3 claim 18, further comprising the step of the multimedia service provider generating a Web
4 page at the IP address that includes links to enable each of the plurality of multimedia units
5 to access services of the multimedia service provider.

1 20. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to communicate with the service provider of
3 claim 18, wherein the communication with the service provider enables each of the plurality
4 of multimedia units to select multimedia programs available from the multimedia service
5 provider.

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1 21. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to communicate with the service provider of
3 claim 19, wherein the services of the multimedia service provider include video on demand.

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1 22. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to communicate with the service provider of
3 claim 19, wherein the services of the multimedia service provider include an Electronic
4 Program guide.
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1 23. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to receive information about the service
3 provider of claim 1, wherein each of the plurality of multimedia units includes security
4 module wherein step a) includes:

- 5 i) designating a uniform resource locator ("URL") for the multimedia service provider
6 on the service module;
- 7 ii) each of the plurality of multimedia units retrieving the URL from the service module;
8 and
- 9 iii) resolving the URL into an IP address for the multimedia service provider.

10 24. The method for a plurality of multimedia units linked to a multimedia service provider and
11 an internet via the multimedia service provider to receive information about the service
12 provider of claim 1, wherein each of the plurality of multimedia units includes security
13 module wherein step a) includes:

- 14 i) designating an IP address for the multimedia service provider on the service module;
15 and
- 16 ii) each of the plurality of multimedia units retrieving the IP address from the service
17 module.

18 25. The method for a plurality of multimedia units linked to a multimedia service provider and
19 an internet via the multimedia service provider to communicate with the service provider of
20 claim 24, wherein the multimedia units are set top boxes.

1 26. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to communicate with the service provider of
3 claim 24, wherein the communication with the service provider includes information about
4 the services available from the multimedia service provider.

1 27. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to communicate with the service provider of
3 claim 26, further comprising the step of the multimedia service provider generating a Web
4 page at the IP address that includes information about the services available from the
multimedia service provider.

1 28. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to communicate with the service provider of
3 claim 24, wherein the communication with the service provider includes the multimedia
4 programs available from the multimedia service provider.

1 29. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to communicate with the service provider of
3 claim 28, further comprising the step of the multimedia service provider generating a Web
4 page at the IP address that includes the multimedia programs available from the multimedia
5 service provider.

1 30. The method for a plurality of multimedia units linked to a multimedia service provider and
 2 an internet via the multimedia service provider to communicate with the service provider of
 3 claim 24, wherein the communication with the service provider enables each of the plurality
 4 of multimedia units to access services of the multimedia service provider.

1 31. The method for a plurality of multimedia units linked to a multimedia service provider and
 2 an internet via the multimedia service provider to communicate with the service provider of
 3 claim 30, further comprising the step of the multimedia service provider generating a Web
 4 page at the IP address that includes links to enable each of the plurality of multimedia units
 5 to access services of the multimedia service provider.

1 32. The method for a plurality of multimedia units linked to a multimedia service provider and
 2 an internet via the multimedia service provider to communicate with the service provider of
 3 claim 30, wherein the communication with the service provider enables each of the plurality
 4 of multimedia units to select multimedia programs available from the multimedia service
 5 provider.

1 33. The method for a plurality of multimedia units linked to a multimedia service provider and
 2 an internet via the multimedia service provider to communicate with the service provider of
 3 claim 31, wherein the services of the multimedia service provider include video on demand.

1 34. The method for a plurality of multimedia units linked to a multimedia service provider and
2 an internet via the multimedia service provider to communicate with the service provider of
3 claim 31, wherein the services of the multimedia service provider include an Electronic
4 Program guide.

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1 35. An article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider, the article of manufacture comprising computer readable storage media
4 including program logic embedded therein that causes control circuitry to perform the steps
5 of:

- 6 a) selecting one of the plurality of data paths based on the code to be transmitted; and
7 b) transmitting the code to the at least one remote unit on the selected data path.

1 36. The article of manufacture for use in downloading code to at least one remote unit of claim
2 15, wherein the units are set top boxes.

1 37. An article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider, the article of manufacture comprising computer readable storage media
4 including program logic embedded therein that causes control circuitry to perform the steps
5 of:

- 6 a) each of the plurality of multimedia units receiving an Internet Protocol ("IP") address for
7 the multimedia service provider; and
8 b) each of the plurality of multimedia units communicating with the multimedia service
9 provider via the IP address.

1 38. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 37, wherein the multimedia units are set top boxes.

1 39. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 37, wherein the communication with the service provider includes
4 information about the services available from the multimedia service provider.

1 40. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 39, further comprising the step of the multimedia service provider
4 generating a Web page at the IP address that includes information about the services
5 available from the multimedia service provider.

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1 41. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 37, wherein the communication with the service provider includes
4 the multimedia programs available from the multimedia service provider.

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1 42. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 41, further comprising the step of the multimedia service provider
4 generating a Web page at the IP address that includes the multimedia programs available
5 from the multimedia service provider.

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1 43. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 37, wherein the communication with the service provider enables
4 each of the plurality of multimedia units to access services of the multimedia service
5 provider.

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1 44. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
 2 service provider and an internet via the multimedia service provider to communicate with the
 3 service provider of claim 43, further comprising the step of the multimedia service provider
 4 generating a Web page at the IP address that includes links to enable each of the plurality of
 5 multimedia units to access services of the multimedia service provider.

1 45. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
 2 service provider and an internet via the multimedia service provider to communicate with the
 3 service provider of claim 43, wherein the communication with the service provider enables
 4 each of the plurality of multimedia units to select multimedia programs available from the
 5 multimedia service provider.

1 46. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
 2 service provider and an internet via the multimedia service provider to communicate with the
 3 service provider of claim 44, wherein the services of the multimedia service provider include
 4 video on demand.

1 47. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
 2 service provider and an internet via the multimedia service provider to communicate with the
 3 service provider of claim 44, wherein the services of the multimedia service provider include
 4 an Electronic Program guide.

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1 48. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 37, wherein step a) includes:

- 4 i) designating a uniform resource locator ("URL") for the multimedia service provider;
- 5 ii) each of the plurality of multimedia units receiving the URL; and
- 6 iii) resolving the URL into an IP address for the multimedia service provider.

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1 49. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 48, wherein the multimedia units are set top boxes.

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1 50. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 48, wherein the communication with the service provider includes
4 information about the services available from the multimedia service provider.

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1 51. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 50, further comprising the step of the multimedia service provider
4 generating a Web page at the IP address that includes information about the services
5 available from the multimedia service provider.

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1 52. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 48, wherein the communication with the service provider includes
4 the multimedia programs available from the multimedia service provider.

1 53. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 52, further comprising the step of the multimedia service provider
4 generating a Web page at the IP address that includes the multimedia programs available
5 from the multimedia service provider.

1 54. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 48, wherein the communication with the service provider enables
4 each of the plurality of multimedia units to access services of the multimedia service
5 provider.

1 55. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 54, further comprising the step of the multimedia service provider
4 generating a Web page at the IP address that includes links to enable each of the plurality of
5 multimedia units to access services of the multimedia service provider.

1 56. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 54, wherein the communication with the service provider enables
4 each of the plurality of multimedia units to select multimedia programs available from the
5 multimedia service provider.

1 57. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 55, wherein the services of the multimedia service provider include
video on demand.

1 58. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 55, wherein the services of the multimedia service provider include
4 an Electronic Program guide.

1 59. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 37, wherein each of the plurality of multimedia units includes
4 security module wherein step a) includes:

- 5 i) designating a uniform resource locator ("URL") for the multimedia service provider
6 on the service module;
- 7 ii) each of the plurality of multimedia units retrieving the URL from the service module;
8 and
- 9 iii) resolving the URL into an IP address for the multimedia service provider.

1 60. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 37, wherein each of the plurality of multimedia units includes
4 security module wherein step a) includes:

- 5 i) designating an IP address for the multimedia service provider on the service module;
6 and
- 7 ii) each of the plurality of multimedia units retrieving the IP address from the service
8 module.

1 61. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 60, wherein the multimedia units are set top boxes.

1 62. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 60, wherein the communication with the service provider includes
4 information about the services available from the multimedia service provider.

1 63. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 62, further comprising the step of the multimedia service provider
4 generating a Web page at the IP address that includes information about the services
5 available from the multimedia service provider.

1 64. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 60, wherein the communication with the service provider includes
4 the multimedia programs available from the multimedia service provider.

1 65. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 64, further comprising the step of the multimedia service provider
4 generating a Web page at the IP address that includes the multimedia programs available
5 from the multimedia service provider.

1 66. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 60, wherein the communication with the service provider enables
4 each of the plurality of multimedia units to access services of the multimedia service
5 provider.

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1 67. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 66, further comprising the step of the multimedia service provider
4 generating a Web page at the IP address that includes links to enable each of the plurality of
5 multimedia units to access services of the multimedia service provider.

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1 68. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 66, wherein the communication with the service provider enables
4 each of the plurality of multimedia units to select multimedia programs available from the
5 multimedia service provider.

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1 69. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 67, wherein the services of the multimedia service provider include
4 video on demand.

1 70. The article of manufacture for use in a plurality of multimedia units linked to a multimedia
2 service provider and an internet via the multimedia service provider to communicate with the
3 service provider of claim 67, wherein the services of the multimedia service provider include
4 an Electronic Program guide.

1 71. A multimedia unit, the multimedia unit linked to a multimedia service provider and an
2 internet via the multimedia service provider to communicate with the service provider, the
3 multimedia unit comprising:

- 4 a) means for receiving an Internet Protocol ("IP") address for the multimedia service
5 provider; and
6 b) means for communicating with the multimedia service provider via the IP address.

1 72. The multimedia unit of claim 71, wherein the multimedia unit is a set top box.

1 73. The multimedia unit of claim 71, wherein the communication with the service provider
2 includes information about the services available from the multimedia service provider.

1 74. The multimedia unit of claim 73, wherein the multimedia service provider generates a Web
2 page at the IP address that includes information about the services available from the
3 multimedia service provider.

1 75. The multimedia unit of claim 71, wherein the communication with the service provider
2 includes the multimedia programs available from the multimedia service provider.

1 76. The multimedia unit of claim 75, wherein the multimedia service provider generates a Web
2 page at the IP address that includes the multimedia programs available from the multimedia
3 service provider.

1 77. The multimedia unit of claim 71, further comprising means for enabling access to the
2 services of the multimedia service provider.

1 78. The multimedia unit of claim 77, wherein the multimedia service provider generates a Web
2 page at the IP address that includes links and the multimedia unit further comprising means
3 for accessing the services of the multimedia service provider via the links.

1 79. The multimedia unit of claim 77, the means for accessing enabling the multimedia unit to
2 select multimedia programs available from the multimedia service provider.

1 80. The multimedia unit of claim 78, wherein the services of the multimedia service provider
2 include video on demand.

1 81. The multimedia unit of claim 78, wherein the services of the multimedia service provider
2 include an Electronic Program guide.

1 82. The multimedia unit of claim 71, wherein the means for receiving includes:

- 2 i) means for receiving a uniform resource locator ("URL") designated for the
3 multimedia service provider; and
4 ii) means for receiving the IP address for the multimedia service provider resolved from
5 the URL.

1 83. The multimedia unit of claim 82, wherein the multimedia unit is a set top box.

1 84. The multimedia unit of claim 82, wherein the communication with the service provider
2 includes information about the services available from the multimedia service provider.

1 85. The multimedia unit of claim 84, wherein the multimedia service provider generates a Web
2 page at the IP address that includes information about the services available from the
3 multimedia service provider and the multimedia unit includes means for accessing the Web
4 page.

1 86. The multimedia unit of claim 82, wherein the communication with the service provider
2 includes the multimedia programs available from the multimedia service provider.

1 87. The multimedia unit of claim 86, wherein the multimedia service provider generates a Web
2 page at the IP address that includes the multimedia programs available from the multimedia
3 service provider and the multimedia unit includes means for accessing the Web page.

1 88. The multimedia unit of claim 82, wherein the multimedia unit includes means for accessing
2 services of the multimedia service provider.

1 89. The multimedia unit of claim 88, wherein the multimedia service provider generating a Web
2 page at the IP address that includes links to services of the multimedia service provider and
3 the multimedia unit includes means for selecting links of the Web page.

1 90. The multimedia unit of claim 88, wherein the Web page includes links to multimedia
2 programs available from the multimedia service provider.

1 91. The multimedia unit of claim 89, wherein the services of the multimedia service provider
2 include video on demand.

1 92. The multimedia unit of claim 89, wherein the services of the multimedia service provider
2 include an Electronic Program guide.

1 93. The multimedia unit of claim 71, the unit including a service module and the means for
2 receiving including:

- 3 i) means for extracting a uniform resource locator ("URL") designated for the
4 multimedia service provider from the service module; and
- 5 ii) means for receiving the IP address for the multimedia service provider resolved from
6 the URL.

1 94. The multimedia unit of claim 71, the unit further comprising a security module wherein an IP
2 address for the multimedia service provider is stored and wherein the means for receiving
3 includes means for retrieving the IP address from the service module.

1 95. The multimedia unit of claim 94, wherein the multimedia unit is a set top box.

1 96. The multimedia unit of claim 94, the unit further comprising means for communicating with
2 the service provider via the IP address and retrieving information about the services available
3 from the multimedia service provider.

1 97. The multimedia unit of claim 96, wherein the multimedia service provider generates a Web
2 page at the IP address that includes information about the services available from the
3 multimedia service provider.

1 98. The multimedia unit of claim 94, wherein the unit further includes means for retrieving
2 information about the services available from the service provider from the IP address.

1 99. The multimedia unit of claim 98, wherein the multimedia service provider generates a Web
2 page at the IP address that includes the multimedia programs available from the multimedia
3 service provider and the unit further comprises means for retrieving the Web page at the IP
4 address.

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1 100. The multimedia unit of claim 94, wherein further includes means for accessing
2 services available from the service provider from the IP address.

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1 101. The multimedia unit of claim 100, wherein the multimedia service provider
2 generates a Web page at the IP address that includes links to enable the multimedia unit to
3 access services of the multimedia service provider.

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1 102. The multimedia unit of claim 100, wherein the Web page includes links to enable
2 the multimedia unit to select multimedia programs available from the multimedia service
3 provider.

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1 103. The multimedia unit of claim 101, wherein the services of the multimedia service
2 provider include video on demand.

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1 104. The multimedia unit of claim 101, wherein the services of the multimedia service
2 provider include an Electronic Program guide.

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1 105. A system for communicating multimedia service provider information in a
2 multimedia service provider network comprising:

- 3 a) a multimedia service provider coupled to the network, the multimedia service provider
4 having an Internet Protocol ("IP") address and comprising means for communicating the
5 information via the IP address; and
6 b) a multimedia unit coupled to the network, the unit comprising means for communicating
7 the information with the multimedia service provider via the IP address.

1 106. The system of claim 105, wherein the multimedia unit is a set top box.

1 107. The system of claim 106, wherein the service provider information includes the
2 services available from the multimedia service provider.

1 108. The system of claim 106, the multimedia service provider further comprising
2 means for generating a Web page at the IP address that includes information about the
3 services available from the multimedia service provider.

1 109. The system of claim 108, wherein the Web page includes the multimedia
2 programs available from the multimedia service provider.

1 110. The system of claim 105, the multimedia service provider further comprising
2 means for generating a Web page at the IP address that includes the multimedia programs
3 available from the multimedia service provider.

1 111. The system of claim 105, the multimedia service provider further comprising
2 means for generating a Web page at the IP address that includes links to enable the
3 multimedia unit to access services of the multimedia service provider.

1 112. The system of claim 111, wherein the access services of the multimedia service
2 provider include video on demand.

1 113. The system of claim 111, wherein the access services of the multimedia service
2 provider include an Electronic Program guide.

1 114. The system of claim 105, wherein the multimedia unit further comprises a
2 security module wherein the security module includes the IP address of the multimedia
3 service provider.

1 115. A system for communicating multimedia service provider information in a
2 multimedia service provider network comprising:

3 a) a multimedia service provider coupled to the network, the provider comprising:

4 1) means for generating a Web page of the information; and

5 2) first means for communicating the Web page via the network; and

6 b) a multimedia unit coupled to the network, the unit comprising second means for
7 communicating with the Web page via the network.

1 116. The system of claim 115, wherein the multimedia unit is a set top box.

1 117. The system of claim 116, wherein the Web page includes the services available
2 from the multimedia service provider.

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1 118. The system of claim 106, the multimedia service provider having an IP address,
2 the first means comprising means for communicating the Web page via the IP address and
3 the second means comprising means for communicating the Web page via the IP address.

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1 119. The system of claim 118, wherein the Web page includes the multimedia
2 programs available from the multimedia service provider.

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1 120. The system of claim 115, the multimedia service provider further comprising
2 means for generating a Web page that includes links to enable the multimedia unit to access
3 services of the multimedia service provider.

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1 121. The system of claim 118, the multimedia service provider further comprising
2 means for generating a Web page that includes links to enable the multimedia unit to access
3 services of the multimedia service provider.

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1 122. The system of claim 121, wherein the access services of the multimedia service
2 provider include video on demand.

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1 123. The system of claim 122, wherein the access services of the multimedia service
2 provider include an Electronic Program guide.

